



Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

I approve of your efforts to curtail the problem of unsolicited bulk email. However, I am deeply concerned about the proposed requirement for merchants to maintain suppression lists.

Numerous problems and extra costs will be caused by this idea, and damage will be done to legitimate businesses. I feel I must urge you to consider this matter most carefully.

Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect. As I said before, I approve of your efforts to stop the spam problem, but whenever new regulations are put into place, care must be taken not to "over-regulate" to the point where honest businesses and people are hurt, while crooks continue unabated.

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers. The result would be more spam not less.

I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Respectfully,

A handwritten signature in cursive script that reads "Nathan Pennington".

Nathan Pennington
Wales, WI USA